**PhD Project Proposal**

School of Electronics, Electrical Engineering and Computer Science

& ECIT Global Research Institute

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| **Proposed Project Title: Online Fake News Detection via Diffusion Patterns Analysis** |
| **Principal Supervisor:** DrAnna Jurek-Loughrey **Second Supervisor:** Dr Deepak Padmanabhan |
| **Project Description:**  Online fake news is untruthful or misleading information spread through social media platforms such as Twitter, Facebook, YouTube and others. The intention of fake news is to influence someone’s opinion or to change his/her beliefs or attitude. Due to the existence of online social media channels, fake information can propagate faster than ever. The exposure of society to large-scale disinformation about a given contextual topic which can be political, economic or social in nature, is a major challenge in todays world.  In this project we will first analyse different diffusion patterns of social media content. We will further investigate how fake news propagates through online social media channels in comparison to trustful content. The findings of this study will then be used to develop machine learning algorithms that identify potential fake content in online social media. |
| **Contact details**  Supervisor Name: Anna Jurek-Loughrey Tel: +44 (0)28 9097 4484  QUB Address:  Computer Science Building  03.009, 18 Malone Road Email: a.jurek@qub.ac.uk  BT9 5BN Belfast |